

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

CINEMAS – Enhancement of Rates of Admission of Upper Classes in certain Cinema Theatres in the State – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No. 369

Dated: 18-12-2008.
Read the following:

1. G.O.Ms.No.175, Genl.Admn.(I&PR.II) Dept., dated 2-04-2005.
2. G.O.Ms.No.95, Home (Genl.A) Dept., dated 31-5-2005.
3. Representation of the President A.P. Film Chambers of Commerce, Jubilee Hills, Hyderabad dated 30-10-2008.
4. Representation of the Secretary, Hyderabad State Film Chambers of Commerce Secunderabad., dated 17-11-2008.
5. Representation of Cine Prekshakula Viniyogadarula Sangam dated 13-11-2008.

ORDER:

In the G.O. first cited, the rates of admission in Cinema Theatres in the State have been prescribed as follows:

Theatres located in Municipal Corporation area:

Air conditioned theatres	Rs.40/-
Air cooled theatres	Rs.35/-
Ordinary (other than Air Conditioned or Air Cooled)	Rs.25/-.

Theatres located in Selection Grade & Spl.Grade Municipalities:

Air Condition Theatre	Rs.30/-.
Air-Cooled Theatres	Rs.25/.
Ordinary (Other than A/C or Air Cooled Theatres)	Rs.20/-.

2. The Andhra Pradesh Film Chambers of Commerce, Hyderabad, in the reference third read above, has requested for enhancement of rates of Admission in Cinema Theatres in Andhra Pradesh. The Hyderabad State Film Chambers of Commerce, Hyderabad, in their representation fourth read above, have requested for enhancement of the rates of admission in Cinema Theatres, as follows:

(Contd...2)

- (1) The Upper ceiling rate of admission for Air-Conditioned and Air-Cooled theatres be enhanced to Rs.50/- as against Rs.40/- and Rs.35/- which are existing at present.
- (2) For Non-A/C Theatres the rate of admission be enhanced to Rs.35/- as against the existing rate of Rs.25/-.
- (3) The Upper Class Admission rate be increased by Rs.10/- for all types of theatres in the State.
- (4) No change in the admission rates of lower classes.

3. The representations of Andhra Pradesh Film Chambers of Commerce, Hyderabad, third read above, the Hyderabad State Film Chambers of Commerce, Hyderabad fourth read above, and also the representation fifth read above, have been examined carefully by the Government.

4. After careful examination of the issue referred above, Government, keeping in view the interest of large number of middle class and upper middle class Cinegoers, have decided to consider the request of A.P. Film Chambers of Commerce, Hyderabad, and the Hyderabad State Film Chambers of Commerce, only in respect of the rates of admission in Higher Classes in Air-conditioned and Air-Cooled Theatres in the State without disturbing the rates of Admission in other Classes in the Theatres located in different parts of the State, mentioned in the G.O. first read above. Accordingly, in partial modification of the orders issued in the G.O. first read above, the ceiling in rates of admission of Higher Classes shall be as follows:

	Existing Rate	Enhanced rate
(a) (i) Air-Conditioned	Rs. 40/-	Rs. 50/-.
(b) (ii) Air-Cooled	Rs. 35/-	Rs. 50/-

(Contd...3)

5. The Cinema Licensing Authorities in the State are directed to take necessary action in the matter.

6. A Copy of this order is available on Internet and can be accessed at address <http://www.ap.gov.in/goir>.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**AJOYENDRA PYAL,
PRINCIPAL SECRETARY TO GOVERNMENT.**

To
The All District Collectors in the State.
The Commissioners of Police, Hyderabad City, Cyberabad, Vijayawada
and Visakhapatnam

Copy to :

The Managing Director , Andhra Pradesh State Film Television &
Theatre Development Corporation, Hyderabad.
The Andhra Pradesh Film Chambers of Commerce,
Jubilee Hills, Hyderabad.
The Hyderabad State Film Chambers of Commerce, Secunderabad.
The President, Telugu Film Producers Council, Hyderabad.
through M.D., APSFTTDC Limited, Hyderabad
The President, Federation of A.P. Cine Exhibitors
Andhra Pradesh, Hyderabad.
through M.D., APSFTTDC Limited, Hyderabad.
The Commissioner, Information & Public Relations Department,
Hyderabad.
The President, Cine Prekashakula Viniyogadarula Sangam, Hyderabad.
Copy to P.S. to Chief Secretary.
Copy to P.S. to Principal Secretary to Chief Minister.
Copy to P.S. to Minister (I&PR.,Cine,T.C. A & M,A)
Copy to P.S. to Principal Secretary to Government, Home Department.
SF/SCs.

// FORWARDED :: BY ORDER //

SECTION OFFICER